



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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# Philippines

## Promotion Opportunities

### Annual

### 2001

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**U.S. Embassy**

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#### Report Highlights:

**Promotional opportunities in the Philippines include: "America, the Bountiful, A Celebration of American Food" Festival and the "Great American Food Show"; Hotelex 2002; Agrilink/ Foodlink exhibition; Healthy Options-USDA "EAT WELL" Campaign and Glori's Supermart In-store Promotion.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Quarterly Report  
Manila [RP1], RP

## Executive Summary

The promotional activities listed are provided for information purposes only.

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

### Trade Shows

*Title of Activity/Event:* "America the Bountiful, A Celebration of American Food"

*Dates:* April 15 to May 19, 2002

*Venue:* Ayala Center, Makati City

*Organizer:* Office of Agricultural Affairs

American Embassy

25/F Ayala Life-FGU Building

6811 Ayala Avenue

Makati City 1203

Tel: (632) 887-1137 /53

Fax: (632) 887-1268

Email: AgManila@fas.usda.gov

FAS Home Page: (<http://www.fas.usda.gov>)

Contact: Charles T. Alexander/ Ma. Ramona C. Singian

*Brief Narrative:* FAS together with the Ayala Group will present an American Festival dubbed as "America the Bountiful, A Celebration of American Food" at the Ayala Center located at Makati City, the premier business district of the Philippines. The month-long celebration will feature the "Great American Food Show" at the Inter-continental Hotel Manila from April 17-18, 2002. The Great American Food Show will coincide with the following events:

- Hotel Menu Promotion  
*Dates:* April 15 to May 19, 2002  
*Venue:* Inter-continental Hotel, Manila

Each hotel outlet will feature a visiting celebrity chef who will work closely with the local chef on special menus that will highlight American regional cooking styles.

- Restaurant Menu Promotion  
*Dates:* April 15 to May 19, 2002  
*Venue:* T.G.I.F. Friday's, Hard Rock Café, National Sports Grille, California Pizza Kitchen and Seattle's Best Coffee.

All American concept restaurants within the Ayala Center will join the month-long American festival by highlighting special menu offers.

- Retail In-store Promotion  
*Dates:* April 15 to May 19, 2002  
*Venue:* Rustan's Supermarket, SM Supermarket and Landmark Supermarket

All retail supermarkets within the Ayala Center will highlight American products through special price offers and merchandising.

- Consumer Trade Show  
*Date:* April 19-21, 2002  
*Venue:* Glorietta Center

The consumer trade show is open to all Philippine importers of U.S. food, beverage and wine products, and Ayala Center retailers of other American products.

Pocket events such as fashion shows, film showing and art exhibits will be held during the American Festival. There are plans to extend the American Festival to the Ayala Center in Cebu and Davao, key provincial areas of the Philippines.

*Title of Activity/Event:* Hotelex 2002  
*Dates:* May 30 to June 1, 2002  
*Venue:* World Trade Center, Manila  
*Organizer:* World Exhibitions and Conventions, Inc. (WORLDEXCO)  
Tel: (632)834-8798/ 8918638  
Fax: (632) 834-0608  
Email: wdx@info.com.ph  
FAS Home Page: <http://www.worldexco.com>  
Contact: Lynne Z. Romero, President

*Brief Narrative:* Hotelex is on its 10<sup>th</sup> year of staging and the country's longest running annual trade exhibit featuring mainly hotel and restaurant equipment, supplies, services, food and beverage. The show attracts mainly the hotel and restaurant trade, but have gained increasing attendance from retailers and other food sectors. The show is also open to students who participate in the cooking competition/ demonstration. This year's highlights include the "Wine Excellence Awards" and seminars on wine appreciation, safe food handling, bartending and franchising.

*Title of Activity/Event:* 9<sup>th</sup> Annual Agrilink/ 3<sup>rd</sup> Annual Foodlink  
*Dates:* October 17 - 19, 2002

*Venue:* World Trade Center, Manila

*Organizer:* Aida S. Gregorio

Foundation for Resource Linkage and Development, Inc.

3/F Administration Bldg., FTI complex,

Taguig, Metro Manila, Philippines

Tel. (632) 838-4605, 838-4510, 838-4549, 838-4852

Fax (632) 838-4573

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*Brief narrative:* Good venue for livestock, genetics and production input suppliers. The Agrilink/ Foodlink exhibition is the biggest agricultural event in the country. It is jointly organized and implemented by the private and government sector with a very wide range of agricultural interests. It has both an indoor as well as outdoor exhibit area and is participated by both foreign and local companies. A three-day educational seminar program which will focus on technical and practical approaches to agribusiness development complements the exhibition. FAS/Manila has just recently participated in Agrilink/ Foodlink and has found this to be very useful in promotional activities and in getting initial market contacts.

### **Retail In-store Promotions**

*Title of Activity/Event:* Healthy Options-USDA "EAT WELL" Campaign

*Dates:* January 12-February 10, 2001

*Venue:* all Healthy Options outlets (8 stores)

*Organizer:* Office of Agricultural Affairs

American Embassy

25/F Ayala Life-FGU Building

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Makati City 1203

Tel: (632) 887-1137 /53

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FAS Home Page: (<http://www.fas.usda.gov>).

Contact: Charles T. Alexander/ Patrick Quianzon

*Brief Narrative:* The Healthy Options-USDA "EAT WELL" campaign will focus on educating consumers and increasing awareness of the quality, variety and availability of U.S. organic products. Discounts will be offered on all organic products to encourage purchase.

*Title of Activity/Event:* Glori Supermart In-store Promotion

*Dates:* July 2002

*Venue:* all Glori Supermart outlets (9 stores)

*Organizer:* Glori Supermart

Cor. Don Mariano Marcos and  
Tandang Sora Avenue, Quezon City  
Metro Manila  
Tel: (63-2) 932-8793 to 94  
Fax: (63-2) 951-1677  
Contact: Ms. May Domingo

*Brief narrative:* A storewide promotion of American products will be staged for the whole month of July 2002. Glori Supermart will feature special packs, price discounts, in-store cooking demonstrations and product sampling. Glori Supermart is the only supermarket chain that is open for 24 hours. Please note that only food products that have been registered with the Philippine Bureau of Food and Drugs may be featured during the promotion.

**Other Hotel, Restaurant, Institutional Promotions**

none

**Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)**

none

For further information or details, please contact:

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